

American Vegetable Grower

DECEMBER • 1959

and MARKET GROWERS JOURNAL

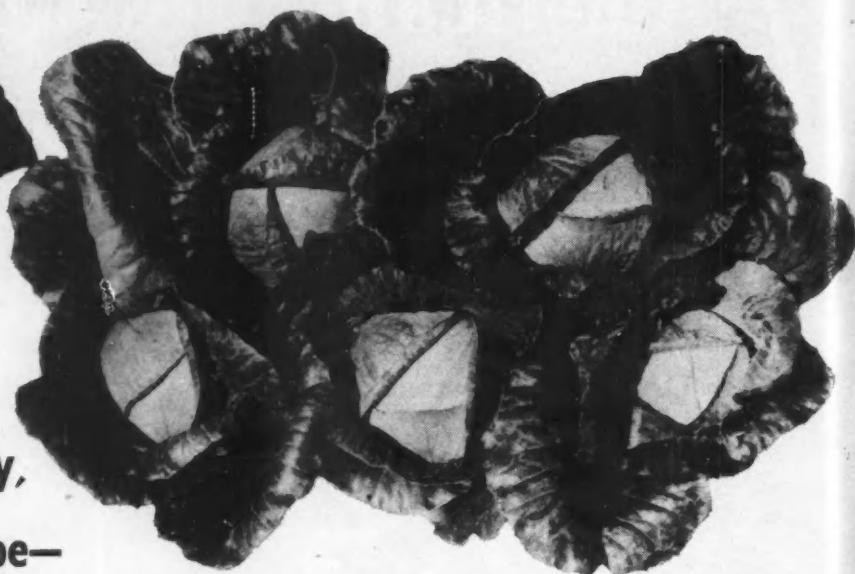
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**HARRIS
SEEDS**

**For Extra Vigor,
Greater Uniformity,
Better Market Type—**



Harris' Market Master is outstanding for uniformity, fine type and excellent blue-green color.

GROW THESE NEW HARRIS HYBRIDS



Harris' Resistant Danish produces heavy yields of the kind of heads that bring top prices.

All our cabbage seed is Hot Water Treated for control of black leg and black rot.

Two outstanding F_1 hybrid cabbages of Danish type, developed by the Harris plant breeders who gave you North Star Sweet Corn and Moreton Hybrid Tomato. For introductions like these that set the pace on many markets, more growers every year depend on HARRIS SEEDS.

MARKET MASTER

Early Danish Hybrid—A true hybrid, producing big yields of clean, firm heads. Excellent blue-green Danish color, remarkably uniform and slightly flattened, medium in size and of superior type. Erect wrapper leaves. Ready to cut in about 80 days, at least a week or ten days ahead of the late Danish types, which means 1 or 2 less sprayings. Field yellows resistance. (Combines one parent from Cornell University with a Danish inbred of our own.)

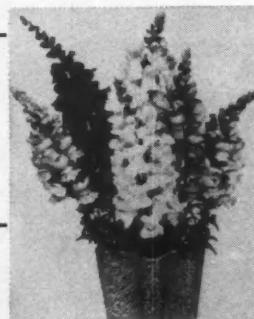
HARRIS' RESISTANT DANISH

Finest Market Type—The first F_1 hybrid Danish and a big success with growers who tried it last year. Round, solid heads of ideal Danish type and size are ready several days earlier than our regular Danish. Its extra vigor and uniformity mean bountiful crops and it has resistance to yellows.

ROCKET SNAPS - Harris' All-America Winners for 1960 *The First F_1 Hybrid Outdoor Garden Snaps*

Bedding Plant Growers: Cash in on the tremendous national publicity to be given these great new snapdragons in January. Every one of them won an individual All-America award, and your customers will be looking for them. Six separate colors and a mixture. Illustrated in full color in your free Market Gardeners' and Florists' Catalog.

For complete details on these and many other top varieties for commercial growers, write for your **FREE** copy of Harris' 1960 Market Gardeners' and Florists' Price List.



JOSEPH HARRIS CO., INC., 77 Moreton Farm, Rochester 11, N. Y.

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MAGNESIUM MADE THE DIFFERENCE

Magnesium from Sul-Po-Mag builds vegetable quality, gives brighter color, increases your market price

Magnesium is almost as important as rain. Without magnesium, chlorophyll cannot be formed, food for growing plants cannot be manufactured — vegetable yields are severely reduced. Truck-crop failures and losses due to magnesium deficiency have been reported in 90% of the vegetable-growing areas in the eastern half of the United States, as well as in much of the western vegetable growing land.

Yields respond quickly to an application of Sul-Po-Mag. Firmness . . . for better packing and shipping quality . . . "snap," and bright color also result. These increases in yields, quality, and income are typical of the results you may expect when you add magnesium.

Even slight shortages of magnesium can stunt the performance of your plants. These shortages are not easy to detect. Although your plants may look healthy, your yields and quality may already be suffering seriously. Magnesium deficiencies aren't visible on the leaves until major losses have already been taken. Thorough soil tests and tests on plant tissue are the only sure way to find the magnesium condition of your soil.

Be sure you are getting the best income your soil and hard work can produce. Test for magnesium deficiency.

cies. Talk to your extension specialists, talk to successful growers, talk to your fertilizer dealer. They know . . . and they'll be glad to tell you . . . how Sul-Po-Mag in the mixed fertilizers you buy will help you get top results.

*Trademark, International Minerals & Chemical Corporation



Look for this identifying Seal of Approval when you buy. It's your assurance of extra-value fertilizer.

INTERNATIONAL MINERALS & CHEMICAL CORP.
Dept. AVG-44, Skokie, Ill.

Please send me a free copy of your "Magnesium" booklet which discusses magnesium and Sul-Po-Mag for specific crops.

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Products for Growth*

1909-1959

AGRICULTURAL CHEMICALS DIVISION

INTERNATIONAL MINERALS & CHEMICAL CORPORATION

Administrative Center: Skokie, Illinois

44-59

DECEMBER, 1959

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"What does your research cost me?" Asked the vegetable grower.



Breeder Member
Lawrence Robinson,
Jr., and his family
specialize in vine
crop vegetables for
the SRS brand.

"I'll bet it costs me plenty when I buy your seeds," he grumped.

The Breeder Member of SRS wasn't afraid of that complaint.

"We know what it costs you," he said. "The cost is about the equivalent of 15 seeds in that Protecto-Can you're holding."

"But look what you get for that! Better plants, year by year. Hybrids that double the yield. Disease resistant plants that help keep your production costs from going clean out of sight!"

The Vegetable Grower stroked his stubbled chin as he made a mental note to buy that new electric razor he had seen on TV.

"I don't know about disease," he said absently. "We've got only healthy plants at our place."

The Breeder Member was silent a moment. He thought of the great potato famine caused by a fungus that spread through Ireland and raged for two years, bringing famine, death, and a set-back to the economy of the land that was devastating.

Or the sweet chestnut trees dying out in America; something that could have been stopped. Or the end of the once great coffee plantations of Ceylon, caused by a leaf disease.

The Vegetable Grower was not in a happy mood.

Income, as usual, was lagging behind rising production costs; an irritation worse than a burr under a saddle.

"You fellows at Seed Research Specialists are always talking about research; always more and more research."

"I'll bet it costs me plenty when I buy your seeds," he grumped.

"It might be that right now our researchers are helping to find a hybrid that is so disease resistant, nobody need fear a crop failure from that direction," he said. "Men like our Dr. Smith, Dr. Pearson, Dr. Seu, and dozens working on their staffs at Seed Research Specialists don't cost you — they make money for you!"

"Well, for instance, how?" asked the Vegetable Grower, his curiosity aroused.

"Take growing cabbages, for instance, to get better plants," replied the Breeder Member of SRS. "We isolate a large number of plants, subject them to infection, then pick out those that stand up best in order to breed from them a more disease-resistant strain. And the men who do this have concentrated all their lives on cabbages; they are specialists."

"Or we cross breed plants to find a seed that will store better, or a sweet corn that has less cob and more kernel; all this is costly to us, but profitable to you."

"Maybe we do emphasize research and still more research, but each specialist Breeder Member in our organization believes in research and has built his success on it. Sure, the cost of it is included in a sale, but I think you'll agree that it's worth it."

"For fifteen seeds out of this Protecto-Can? I think I can spare 'em," smiled the Vegetable Grower, and he went down the street to look for that new electric shaver.

P.S. Evidently he was convinced — our Dealer sold him SRS Seeds. Also put him on the free mailing list for "The Seed Specialist," with its late news of developments for the commercial vegetable grower. For your free subscription, write to Seed Research Specialists, Inc., P.O. Box 3091, Modesto, California.

NEWS from the seed research specialists

Commercial Growers will be interested in a new sound color film produced for Seed Research Specialists. It dramatically tells how SRS is constantly developing new hybrids, to satisfy the changing tastes and demands of the American housewife.

Entitled "Better Seed Through Specialization", the film is available on request for showing to interested groups in the vegetable growing field.



SALES DIRECTOR IS ON THE MOVE!

John A. Magoun (above) Sales Director of SRS, will be covering plenty of territory during the winter and spring months, carrying the word on the latest trends in vegetable seeds to the distributors. More profit through higher yields, and lowered losses through more disease resistant strains. Growing vegetables tailored to modern demands, is the objective of Seed Research Specialists, Inc., Magoun points out.

NEW PUBLICATION

If you're not receiving our new publication, *The Seed Specialist*, fill in the coupon below. It's free, of course, and you'll find it crammed with valuable news and views.



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MODESTO, CALIF.

Please put me on your mailing list for a free subscription.

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SEED RESEARCH SPECIALISTS, Inc.
Better Seed Through Specialization

BREEDER MEMBERS AND THEIR SPECIALTIES:

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VINESEED SPECIALISTS

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Johnny Brown's crops were a sick-looking sight,
They were droopy, and weak, and grew but a mite.
While wise Carl Johnson's weren't sickly at all,
And some of them stretched near to seven feet tall!



One day, as young Brown was bemoanin' his lot,
And telling his friend how his crops went to pot,
Wise Johnson observed, "I'd say that they totter,
Because they're not getting enough growing water!"



"Get USS National Polyethylene Pipe!
Irrigation with ease, keeps crops fresh and ripe.
A snap to install; it's easy to do.
It goes around corners, and 'neath fences too!"



Young Johnny Brown took friend Johnson's advice,
And now his crops bring the top market price.
Production has climbed, and credit is laid
To National Pipe—NSF Grade!

Remember, USS National Polyethylene Pipe unrolls like a hose, resists acids, alkalis and rot, performs efficiently in a temperature range of -90°F. to $+120^{\circ}\text{F.}$, and won't crack or break in sub-zero weather.

National Polyethylene Pipe comes in lengths up to 400', in diameters from $\frac{1}{2}$ " to 6". And, it's made of 100% virgin polyethylene plastic to which 3% carbon black filler has been added to prevent deterioration from ultraviolet rays. Insert fittings in nylon and styrene copolymers (NSF) are now available from National Tube. For complete information, write to National Tube Division, United States Steel, 525 William Penn Place, Pittsburgh 30, Pa. *USS and National are registered trademarks*

This seal of the National Sanitation Foundation means Tested ... Approved ... Sanitary!



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LETTERS TO THE EDITOR

Address Wanted

Dear Editor:

I am very interested in the asparagus package pictured in Donald Stokes' article, "Here's the Latest in Prepackaging," which appeared in your August issue.



Would you please give me Mr. Stokes' address?
Charlotte, Mich.

Earl Patterson

The address is Donald R. Stokes, Marketing Research Division, Agricultural Marketing Service, USDA, Washington, D. C. The package is made by Container Corporation of America, Produce Packaging Dept., 5000 Flat Rock Rd., Philadelphia 27, Pa.

New Tomato Variety

Dear Editor:

I read with great interest an article in the September issue about a new tomato variety temporarily called L-3. If this variety is resistant to high heat and disease, I believe it is the variety that I and other growers in this area have been searching for.

I am a commercial vegetable grower and am very much interested in increasing my tomato acreage. It is very difficult to raise first grade tomatoes here, because of the high heat and virus disease problems. Perhaps this new variety will enable us to expand tomato acreage and eliminate these problems.

Florissant, Mo.

C. B. Fallert

Reader Fallert is referring to the as yet unnamed L-3 variety developed by Dr. Julian C. Miller, head of horticultural research at Louisiana State University. Seed will not be available until spring.—Ed.

Future Leaders

Dear Editor:

I think it's wonderful that you report on the activities of National Junior Vegetable Growers Association in your journal.

This is perhaps the most worthwhile organization in the horticultural field today since its members will be the leaders of the vegetable industry in the years to come. We cannot underestimate the importance of encouraging our young people to take advantage of the vocational and professional opportunities available in the vegetable growing field.

Keep up the good work.

Syracuse, N. Y.

Joseph D. Hammer

AMERICAN VEGETABLE GROWER

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"PERFECTO BLANCO is a little finer in all respects than any other green onion we've tried."

Jack Suda wants a quality green stripping onion for sale on the big

Phoenix produce market—and he gets it with **PERFECTO BLANCO**.

"**Perfecto Blanco** is a little finer in quality in all respects than any other green onion we've tried," says Mr. Suda, who, with his brother Yoshio, runs Suda Farms near Glendale, Arizona—heart of the famous onion producing region of the Salt River Valley.

"It yields 6,000 to 8,000 dozen an acre, depending on the season of planting, and out-yields other varieties by 500 dozen per acre.

"Quality has always been very good with our **Perfecto Blanco**. And the market people like it because of the color—good dark green tops and very white, long shanks. We like **Perfecto Blanco** because it has good germination—we've always had a full stand. And that's important. Our growing costs are reduced because we get more marketable onions per acre. Too, on our early plantings we've had no trouble with bulburs—and we've had little trouble with disease or insects."

You'll want to try **Perfecto Blanco** too. Especially selected for stripping or dry usage.

See your nearest NK dealer, or write to Northrup King.

NORTHROP, KING & CO.
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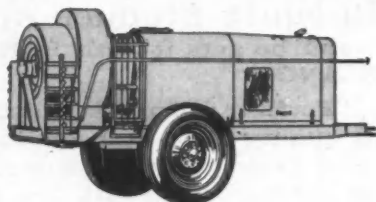


COVERS 300 ACRES A DAY

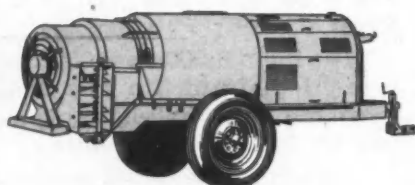


A MODEL DESIGNED FOR EVERY SPRAYING JOB

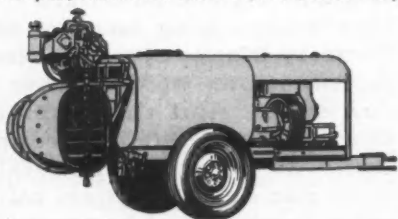
Big, powerful 227 series covers 300 acres a day.



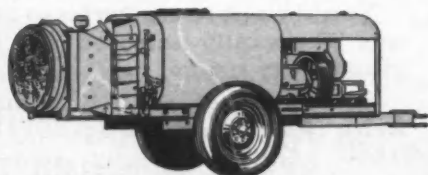
Fast, economical 225 series covers 250 acres a day.



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Smaller, thrifty F24 series covers 50 acres a day.



Unretouched photo shows Myers superior two-way coverage

Myers Exclusive Air-Handling Technique and Two-Way Discharge give unmatched protection

Even with adverse wind conditions, Myers Air Sprayers deliver fast and effective coverage over a wide spray swath. Twin centrifugal fans deliver big volume air velocity directly off fan blades. Plants receive maximum protection, complete coverage from top to bottom — even at extreme ends of spray swath. This unmatched coverage is not available from other sprayers which depend upon the added boost of unpredictable down winds or cross winds to carry their spray pattern.

Prove to yourself ... Ask your Myers Sprayer Dealer for a demonstration in your own field — or write for more information to:

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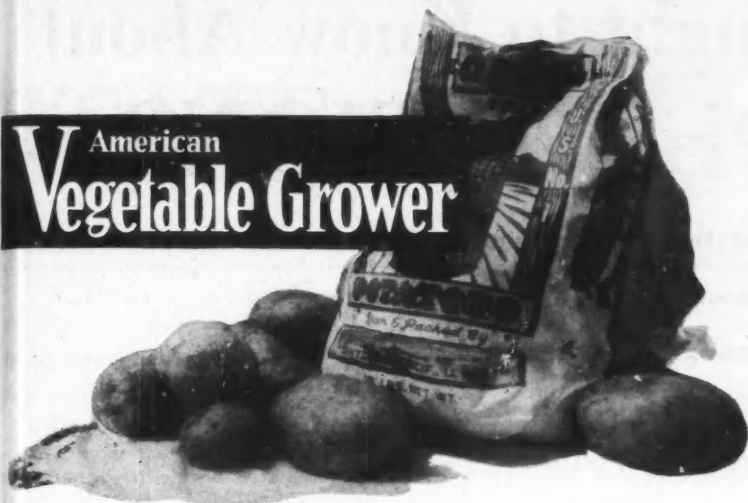
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A good price one season . . .

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What ARE the factors that influence

THE PRICE OF POTATOES?

By FRANCIS P. PUSATERI

Executive Manager
Kern County (Calif.) Potato Growers Association

THE popular question, "What causes the price of potatoes to fluctuate so radically from one season to another?" can be answered in three simple words: supply and demand.

Then comes the question, "Well, what causes changes in supply and demand?" The list of contributory factors, like those in the house that Jack built, seems unending—"this is the farmer sowing the corn that kept the cock that crowed in the morn. . . ." However, the following 21 factors have been selected for their outstanding influence on the supply and demand structure of potatoes.

1) **Per capita consumption**—The consumption of potatoes in the U. S. has dropped from 121 pounds per person in 1940 to 106 pounds in 1958—despite the fact that our population has steadily grown.

2) **Seed availability**—Potato seed available prior to and during planting season exercises a great influence over the acreage for harvest. When seed is scarce, acreage is down. During seasons of surplus, seed stock is comparatively cheap and planted acreage goes up. In surplus, seed is often consigned, to be paid for when the crop is har-

vested. Or it may be "proportioned": a given number of harvested sacks for a given number of seed sacks sold.

3) **Crop forecasts**—Unlike most other crops, potatoes are shipped from storage or harvested in some part of the U. S. every day of the year. The 1950 census reported that 1.65 million farms produced potatoes. To keep this widespread industry informed concerning acreage, yield, inventories, and daily shipments, USDA issues daily and periodic reports. The potato industry relies on this reporting system to gauge its activities.

4) **Rumors**—Rumors about inventory figures, weather conditions, etc., influence the price of any perishable commodity, such as potatoes.

5) **Size and type of container**—The past 30 years has seen inevitable changes in the types of containers used for potatoes. Years ago, oversized burlap bags were filled with 90 to 110 pounds of unwashed potatoes. At another early time wooden barrels holding 165 pounds of potatoes were used. Burlap bags, filled with 100 pounds of clean, washed potatoes, eventually became standard. More recently, 50-pound burlap has been used. Common these days, also, are the 10-pound consumer packages of mesh, paper, or polyethylene. The 50-pound carton is a

recent innovation, resulting in minimum bruising in transit. Resistance to or acceptance of container size and type has a decided effect on distribution, efficiency of transporting, and price.

6) **Sales and merchandising ability**—Potato salesmen are often one of two types: a) the "weak sister" variety, uninformed, no bookings, no enthusiasm, lots of car numbers—waiting for the phone to ring or a buyer to appear; and b) the fully informed man with plenty of enthusiasm—always booked ahead, constantly contacting proper outlets, offering appropriate merchandise according to grade, size, and container, and making sales in line with customer needs at higher prices. He is always in step with supply and demand.

7) **Direct supermarket purchasing**—At the present time there are 400,000 retail food stores; in 1939 there were 600,000. These fewer stores do an annual volume business nearly five times greater than the 600,000 outlets did in 1939. Supermarkets (those making annual sales in excess of \$375,000) number only 9% of total retail outlets, but they do 62% of the business. Research shows that these large retailers do not simply accept whatever is shipped to terminal markets as such supplies do

(Continued on page 22)

What You Ought to Know About TAX DEDUCTIONS

Study these questions and answers before you file your federal income tax. You may be overlooking some tax deductions and not accounting for others

THE California Tomato Growers Association recently held a panel discussion featuring George Ahearn of the Internal Revenue Service, San Francisco; Howard C. Lewis, certified public accountant and auditor for the association; and John A. Wilson, attorney at law and general counsel for the association. Tom Stinson, former secretary of the association, was moderator. The following are selected excerpts from questions and answers by panel members and growers in the audience.

Lewis: Are bona fide expenses of a farmer attending this meeting deductible?

Ahearn: They certainly are deductible—under section 162 of the code, any necessary and reasonable expenses are deductible as business expenses.

Wilson: What kind of proof does the department want?

Ahearn: When we check your income tax returns, we want definite proof, both as to the amount and business purpose. How would you prove an expense for today? Maybe a hotel bill.

The Internal Revenue is willing to be reasonable, but we are not going to be stupid. We can't take your word every time you want to claim an expense.

Wilson: What other type of expenses in the field of entertainment are deductible? Is entertaining buyers and customers generally considered deductible by the department? In other words, if a farmer invites a potential buyer to his home, dinner is served, liquor furnished, is that deductible, and what evidence should be kept of the amount of that expense?

Ahearn: This gets right down to our basic concept of business.

Some place along the line there usually is a pleasure motive, and that is not deductible. But, if somebody has a definite business purpose, it is deductible.

Now, if a buyer is someone that you actually do business with, I can see the point that by the time he has that cigar and after dinner drink, you might be able to get a little better deal, and it could be deductible. But only the cost for the buyer and his wife would be deductible, not your costs.

Lewis: One of the problems of the tomato industry is that you deliver your produce into the cannery; the cannery accumulates your deliveries and you settle at the end of the season.

At the end of the year a farmer will say: "I have \$60,000 over at the cannery. How much more should I draw before I have to pay too much taxes?" What is the status of that money lying in the cannery and undrawn by the farmer? He has access to it, it is his money, all he has to do is go in and say, "Mr. Office Manager, you owe me \$60,000 and I want it today, December 1. But only give me \$5,000. If I take the entire amount I will have to pay too much taxes."

Ahearn: There is no problem in interpreting the code. The moment that money is available to you it is taxable under the rule of constructive receipts. When you have the right to go in and get it, that is taxable right then and there.

Most of you are cash basis tax payers, and under this system only cash is taxable to you. The rule of constructive receipt comes into play if you can receive the money but don't for some personal reason.

Lewis: As an accounting office we have a lot of trouble getting a farmer to keep good records. When we finally teach his wife to keep good records, he is so proud of them he won't throw them away. What is a good rule of thumb for throwing away old records?

Wilson: As a lawyer I always say don't ever throw them away, but if you run out of space check all of

your statutes of limitation. I would say six or seven years would probably be a fair rule of thumb for holding records.

Ahearn: The statute of limitations is three years for federal returns, and four years for state returns. If we can prove the gross receipts are understated by 25% we can go to five years.

If we can prove fraud, there is no statute of limitations.

Wilson: Should a farmer discuss with an accountant his prospective operations? I understand in some cases it isn't so important what you do as how you do it and how your records are kept.

Lewis: I think you have reference to the planning of transactions to minimize taxes. It is one of the real problems a farmer has. Even though he made a substantial amount of money in his past crop, at the end of December, he is cash poor. He has spent all his money for new equipment and is paying off the mortgage. The problem is, he didn't plan ahead. He has the profit but he has spent it for non-deductible items.

Later he is aghast to find out that he owes a substantial amount of tax. He must then borrow money he didn't plan on borrowing, and then he is irate because, he says, "Look, I didn't make that much money. I don't have any 'dough' in the bank."

That is true. It has all been spent for legitimate items, but not deductible items.

I think one of the answers is to emphasize short range planning, more than long range planning.

In December many people get their records together and determine approximately how they stand. Then in the latter weeks of December they go out and spend a lot of money as a cash basis taxpayer. It is surprising the reaction some people have when they deliberately try to spend

(Continued on page 18)

AMERICAN VEGETABLE GROWER

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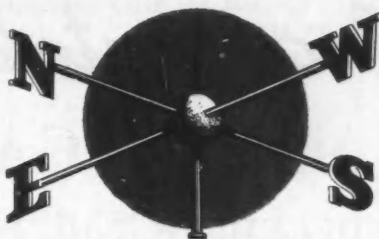
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- Bargaining Terminated by California Tomato Growers
- Mechanization Causes Early Departure of New York Migrants

Ends Bargaining Contract

CALIFORNIA—The board of directors of California Tomato Growers Association, Stockton, has voted to terminate its bargaining contract with all members in good standing as of December 31, 1959.

Association manager Alan Jensen reports the association will continue to represent growers in fields of legislation, labor problems, in the preparation of research and economic data, but will no longer bargain for price or contract.

In announcing their decision, the board of directors recommended that more of the association's efforts be devoted to labor problems which promise to be a major concern in future years.

The association has over 1200 members and its membership grows more than 60% of the nation's processing tomatoes.

New Supervisor

MAINE—The promotion of Stanley T. Browne of Augusta, from marketing specialist to supervisor of potato marketing, has been announced by Maine Department of Agriculture.

As supervisor, Browne will continue to work with Department of Agriculture marketing specialists on Maine potato market service and promotional work in all major markets east of the Mississippi. Aim is to improve the over-all market and promotion program for Maine potatoes.

John H. Edgerly, Unity, has been appointed to the five-man Maine Potato Commission. The commission administers the industry tax, spending more than \$250,000 annually for advertising, promotion, and research.

Edgerly has 40 years experience as a grower. He has 125 acres in certified seed potatoes. Last spring, he was one of two men cited as "Outstanding Farmer" by University of Maine. He was among the first to adopt labor-saving equipment for harvesting, grading, and packaging.

The Unity grower has served 10 years as central Maine's representative on Maine Potato Marketing Commission.

Acreage Down

SOUTH DAKOTA—Members of South Dakota Potato Growers Association raised 1523 acres of potatoes for certification in 1959 as compared with 1571 acres in 1958, according to John Noonan, Brookings, area extension potato specialist.

A potato crop may be certified if it is free from plant diseases and conforms to variety characteristics after three inspections in the field during the growing season. The inspection is performed by Noonan, who works under the auspices of South Dakota State College. He is secretary of South Dakota Potato Growers Association.

Certified potatoes are in demand for seed purposes, both locally and by growers in distant states. Ten varieties were grown

this year by South Dakota growers for certification.

These include Red Pontiac, Red LaSoda, Bliss Triumph, Kennebec, Irish Cobbler, Early Ohio, Norland, Red Warba, Chipewa, and White Cloud. Red Pontiac leads in acreage this year with 578 acres.

HEADS CANADIAN HORT DIVISION

William T. Andrew is the new head of the horticulture division of University of Alberta, Edmonton, Canada. While on the faculty at Southern Illinois University, Dr. Andrew conducted extensive experimental programs testing vegetable crop varieties and cultural practices.



Reduces Sprouting

OHIO—Reduce onion and potato sprouting in storage by using maleic hydrazide, recommends Ohio Agricultural Experiment Station, Wooster.

Onions sprayed with maleic hydrazide two weeks before harvest had only 1/20

as many sprouts, by weight, as did unsprayed bulbs. Potato sproutings were pared by one-third. The Food and Drug Administration has pronounced the chemical safe to use.

Dr. Curt Leben, one of the first American scientists to show the value of antibiotics in holding plant diseases in check, has been appointed associate chairman of the department of botany and plant pathology at Ohio Agricultural Experiment Station, Wooster.

The Vanishing Migrant Worker

NEW YORK—The number of migratory farm workers in New York declined 17% between 1957 and 1958, according to a recent study by Cornell University's College of Agriculture and USDA.

Replacing the vanishing migrant worker are mechanical harvesting aids. The mechanical bean picker has greatly reduced the number of workers needed at harvesttime.

The automatic wonder has been blamed for many workers leaving the state earlier than usual and creating a labor problem for fruit growers who depend on workers employed in the earlier bean harvest.

(Continued on page 27)

Know Your . . .

VEGETABLE SEEDS

By VICTOR R. BOSWELL

U.S. Department of Agriculture

BROAD BEAN

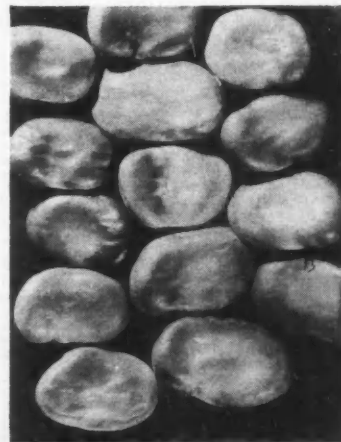
THE broad bean is more closely related to peas and vetch than to beans, as its Latin name *Vicia faba* indicates. It also is called horse bean, Windsor bean, and fava bean.

The seeds illustrated here are about 3/4 inch wide, 1/4 inch thick, and the larger ones are about 1 inch long. The seeds of some varieties are even larger, and others may be as small as 1/4 to 1/2 inch long and shaped more like our common beans than these large, flattened ones. The seeds differ greatly among varieties. They generally are light to dark brown.

Because the seeds of some varieties are so very large, threshing machines must be especially adjusted to thresh them without destruction or serious damage.

Acreage and production of broad beans are so unimportant in this country that no figures on them are available. Production in other lands, however, involves some 3 million acres and 20-odd million bags of dry beans annually.

Broad bean is used to a limited extent in the immature state as a green vegetable. The large upright plants are heat-sensitive, tolerant to mild frost, and grows in warm countries only as a winter crop. Yields



range from but 400 to 500 pounds per acre in Latin America, on the average, to 800 to 900 pounds in North Africa, up to 1500 to 1600 pounds per acre or more in the United Kingdom.

Let's Get Acquainted...

AT THE VGAA CONVENTION

DECEMBER 7-10, 1959

A wonderful opportunity to get first-hand information on equipment and supplies awaits you at the Trade Exhibit at Atlantic City. Supply men extend this invitation to attend their exhibits so their representatives can get personally acquainted with you

S. L. ALLEN & CO., INC.

Booth No. 34

The Planet Jr. display features Multiple Row Planters, Granular Chemical Applicators, New Tool Bars for mounting Power Driven and Ground Driven Seeder Units. Also featured will be Tillage Steels. Meet Les Young and James Griffin (right).



ALLIANCE RUBBER COMPANY

Booth No. 18



See the finest in rubber bands... colorful Arco "Open Ring" Rubber Bands for your fresh vegetables. Joe Kunes will be on hand to welcome you.

ASSOCIATED SEED GROWERS, INC.

Booth No. 22

The Asgrow booth this year will feature Asgrow Mosaic-Indexed lettuce seed. Leonard Douglass, manager of our Northeastern Grower Sales Division, will be there together with representatives from Asgrow Farm Supply stores in the Northeast.



GEO. J. BALL, INC.

Booth No. 26

Ready for your inspection—vegetables in Jiffy Pots in several sizes and shapes. See the heavy root growth. Charlie Crownover will also show you brochures and progress charts with production and yield figures.



BAUGH AND SONS COMPANY

Booth No. 21

Featured in our display will be our Premium brands of fertilizers, with special emphasis on our new granular fertilizer formulations to be offered this season. Analyses on various Premium granular grades will be offered in Delaware, New Jersey, Pennsylvania, and New York. In charge of the booth is Charles J. Carter.

JOHN BEAN DIVISION

Booths No. 9 and 14



John Bean's 1960 line of Aircrop sprayers will be featured in our display. Paul Young will be on hand to answer your questions about row crop air sprayers and other equipment.

W. ATLEE BURPEE CO.

Booth No. 19



Hybrid vegetable varieties for greater production and profit will be featured in our display. Drop in and meet Frank H. Worsam of our Market Gardener and Florist Division.

CALIFORNIA SPRAY-CHEMICAL CORPORATION

Booth No. 31



Ready to discuss two new ORTHO products will be Richard Miller. On display we'll have ORTHO PHALTAN, which is proving to be an excellent fungicide for vegetables, and ORTHO DIBROM, a new insecticide which has fast kill of pests.

CENTRAL CHEMICAL CORPORATION

Booth No. 35



See our display of lighted color transparencies of vegetable pests and small bags of chemicals illustrating the latest in chemical controls. In charge of the booth are Richard M. Morton, John L. Coyle, Jr. (left), and Ray R. Kriner.

CONTAINER CORPORATION OF AMERICA

Booth No. 32

Stop at Booth No. 32 and let E. E. Long, F. J. Brockett, and Kenneth D. Myers show you the latest in corrugated containers for the vegetable industry. Plan to take time to examine the many sample containers on display.



ECLIPSE COMPANY, INC.

Booth No. 17

Give your plants a head start with Jack Pot peat pots—the Quality Peat pot. Plant pot and all. Grow better and healthier plants faster. On hand to greet you will be Harry S. MacWhorter.

VGAA's 51st PROGRAM

The official program of Vegetable Growers Association of America convention appears on page 13 of the November issue of AMERICAN VEGETABLE GROWER.

The names of the following two speakers were not available at the time the November issue went to press.

George M. Talbott, Manager, Production and Marketing Division, Florida Fruit & Vegetable Association, will present the facts about Marketing Florida Produce at 2:00 P.M. Wednesday during the General Session.

Farm Labor Legislation, a widely discussed subject in all agricultural areas, will be covered by Joseph O. Parker, Attorney, Washington, D. C.

FRUIT & PRODUCE PACKAGING COMPANY

Booth No. 23

Our complete line of packages for all types of fruit and vegetable packaging, shipping, and merchandising and the latest in flexible packaging and in vacuum formed retail packages will be shown by W. E. Hauck (right) and G. Shuttleworth.



GEIGY AGRICULTURAL CHEMICALS

Booth No. 33



Meet G. B. Armstrong (left), S. C. LeVasseur, C. A. Hoadley, J. J. Hood, and R. G. Scott and see our display of Diazinon for control of a wide variety of insect pests on vegetable crops.

HARRIS SEEDS

Booth No. 24



Fred Rath, together with John Rose and Al Cotton, will be glad to welcome you to the Harris Seeds display. Come in and discuss your growing and marketing problems and be sure to ask about Harris' new Hybrid Cabbage.

INTERNATIONAL HARVESTER CO.

Booths No. 64-65

The Farmall 140 Tractor with Vegetable Cultivating Equipment will be the featured product in our display. Supervising the booth will be Kenneth R. McKinnon of our Camden District Office.

JERSEY PACKAGE COMPANY

Booth No. 36



On display at VGAA will be the latest in wirebound crates and baskets. A new style apple pack, moisture resistant and strong enough to withstand stacking in storage, will also be shown. In charge of the booth are Dan Pantaleo (left), Phelps Reinhart, and Charles M. Langley.

KIRBRO MFG. CO.

Booth No. 38

Ready to show you the complete line of Kirbro cultivators and equipment will be William Kirchner, Ernie Kirchner, and Bill Barkin. Don't forget to ask about our new fertilizer attachment.

LOCKWOOD GRADERS INC.

Booth No. 29



Come in and meet Jim Parks, our general sales manager. He will be happy to show you the Lockwood Expanding Vegetable Sizer. Also on display will be a Compost Grinder, manufactured by Organics Unlimited, Gering, Nebr.

AMERICAN VEGETABLE GROWER



LORD & BURNHAM

Booth No. 20

Gro-Mor aluminum plastic greenhouse, the plastic structure with the lifetime frame, will be featured in our display. Ready to show you the Gro-Mor greenhouse and conventional glass enclosures will be Harold E. Gray and members of our staff.



S. P. LUMMUS SUPPLY CO., INC.

Booth No. 68

Our booth will feature the Ariens tillers and mowers. On display will be a Simons Pulverizing and Smoothing Harrow. And be sure to ask about the Powell "42" transplanter.

MILLER CHEMICAL & FERTILIZER CORPORATION

Booth No. 66



Be sure to stop and see tel-a-view slides of damage done by nematodes and results following application of our fumigant, Nemagon. Waiting to greet you will be Frank M. McFarland (left), Jesse F. Miller, and R. C. Berry.

MOSINEE PAPER MILLS COMPANY

Booth No. 37

Donald E. Allen and Robert T. Seith will be at Booth No. 37 to tell you about Mosinee's black paper mulch. This paper mulch contains a fungicide which prevents deterioration of the paper in the field. Remember to check our photographic display showing machines laying our paper mulch in the fields.

VGAA HEADQUARTERS

Booth No. 30



Stop here—at Booth 30—for detailed information on activities of Vegetable Growers Association of America. R. M. Frederick, Executive Secretary, and Mrs. Mary Hays, Administrative Secretary, will gladly answer questions and sign you up as a member.



F. E. MYERS & BRO. CO.

Booths 52-53



You will want to see the new Myers line of row crop air sprayers, completely redesigned and restyled for greater vegetable spraying efficiency. Loyal Duffy (right) and Joe Lewis will be on hand to greet you.



NATIONAL ASSOCIATION OF GREENHOUSE VEGETABLE GROWERS

Booth No. 8



On hand to welcome you will be Secretary C. W. Sanderson who operates a greenhouse in the Cleveland area. Featured in the display will be facts, figures, and photos on growing vegetables under glass.

OLIN MATHIESON CHEMICAL CORPORATION

Plant Food Division

Booth No. 3-4



Look for the familiar "Mathieson Bird" at VGAA exhibits. On hand to show you our display of Ammo-Phos, Urea, Anhydrous Ammonia, and Insecticides will be James F. Solley, Malcolm P. McCarty, and William W. Kutz, as well as other company representatives.

OLIVER CORPORATION

Booth No. 60

Action views of Oliver's new #28 Potato Digger, the improved and efficient Model #19A Air Mist Sprayer, field scenes of the Oliver New Flail Type Chopper, and field scenes of the Potato Planter will be featured in our pictorial display. Drop in and meet Albert DiDario and George Mollineaux.

PACKAGING CORP. OF AMERICA

Booth No. 28

E. H. Johnson, Ohio Boxboard Division (right), George Kerns, Central Fibre Products Division, and Robert Blett, American Box Board Division, invite you to stop and discuss your packaging problems. The three divisions of our new corporation are ready to help you solve any packaging problems.



PANOGEN COMPANY

Division of Merton Chemical Corp.

Booth No. 51



Drop in and meet W. J. Crist (left) and Irving Lifson. They'll be happy to show you our soil fumigation equipment. And don't forget to ask about Larvacide soil treating products.

POWELL MANUFACTURING COMPANY, INC.

Booth No. 69



Waiting to greet you at Booth No. 69 is Robert H. Powell. He will show you the Powell "42" transplanter with the accurate, uniform Meter-Rite valve.

TROYER MFG. CO.

Booth No. 39

A. J. Troyer cordially invites you to visit his company's booth featuring the advanced line of potato and onion handling equipment. The advanced line includes a variety of conveyors, graders, washers, packaging units, seed cutters, bulk boxes, and spray booms.



UNION BAG AND PAPER CORPORATION

Booth No. 25

Make it a "must" to stop at Booth No. 25 and see our display of bags and containers. We will be glad to answer your questions on the best way to ship vegetables and fruits. Why not let us help you solve your packaging problems.

VANDERMOLLEN EXPORT CO.

Booth No. 40

We will have on display Knapsack Dusters, Mist sprayers, a heavy duty cross row duster, and a tractorlift mist sprayer. G. H. Vandermolen, left, and Aldo Vandermolen will be happy to tell VGAA members about our complete line.



VAUGHAN'S SEED CO.

Booth No. 58



Carl F. Dietz (right), manager of Vaughan's Vegetable Seed Department in Chicago, and Charles F. Keegan (left), manager of the New York branch, will be on hand to answer questions and advise on variety selection.



VICTOR CHEMICAL WORKS

Booth No. 27

Our entire display will be devoted to our all soluble 10-52-17 starter solution mix "Take Hold." This will help acquaint Eastern growers with "Take Hold," a product widely used in the Midwest. On hand to greet you will be B. H. Hellen and R. F. Koch, Jr.

VISKING COMPANY

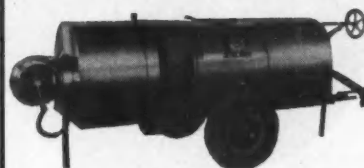
Division of Union Carbide Company

Booth No. 10

Attention, VGAA members—remember to stop and see demonstrations of uses of VisQueen film by growers. Mayhew M. Clark will be happy to tell you about VisQueen film for mulching, greenhouses, and other uses applicable to business of growing vegetables.



EVERYTHING YOU WANT in a ROW CROP SPRAYER



The BUFFALO-TURBINE, Model CPS

Sprayer . . . Duster, with power take-off shaft.

Economical to Purchase and Operate:

Low in first cost. Low maintenance cost. Attaches to rear power take-off of any 2 plow tractor for low operating cost.

Low Weight:

Only 1400 pounds. Spray in any kind of weather. Does not pack the ground or create ruts.

Wider Coverage:

Turbulent air as the carrying vehicle produces a spray particle size so small, higher concentrated chemicals can be used. Result—less gallonage per acre. Will cover 20 acres per hour.

Deeper Penetration:

Up to 250 feet from the nozzle. Provides any desired degree of foliage agitation for complete penetration into thick leaf cover. Sprays 16 to 20 rows in one swath.

Turbine Type Axial Flow Blower:

Creates a blast of air in jet formation (1400 CFM) controlled from a gentle breeze to a force of 180 MPH. Liquid or dust never passes through the blades.

Stainless Steel Liquid Tank:

100 gallon, with mechanical agitation. Never corrodes. Lasts a lifetime.

Adjustable Axle:

Eliminates crop damage. 12" to 24" clearance, 58" to 78" width.

Write for literature and prices today.

BUFFALO TURBINE

AGRICULTURAL EQUIPMENT CO., INC.
68 Industrial St. Gowanda, N.Y.



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GROWER

DECEMBER, 1959

13

Holmes **GIANT** **KING** Hybrid



Colossal Size!

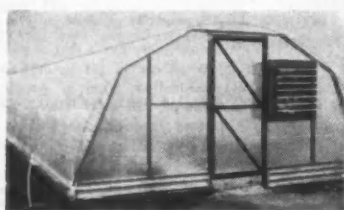
Tremendous in size. Here is a truly outstanding tomato. Fruit is very smooth, bright scarlet color, deep globe shape and excellent quality. This mid-season hybrid will fill the need in the main crop for large size and quality for home and market gardener.

1/8 oz. \$4.50 1/4 oz. \$8.50
1/2 oz. \$16.00 oz. \$30.00
1/4 lb. \$98.00

HOLMES SEED CO.

1017—9th St., S.W. Canton, O.
Could we send you our 1960 Catalog?

Replace Your Hot Beds with a Rough Brothers PLASTIC HOUSE



PRACTICAL! VERSATILE! SIMPLE!

POLYETHYLENE FILM.

1 1/2 mil., black, in 1000-ft. rolls, 3 ft. wide, \$30.40;
4 ft. wide, \$27.00.
2-mil., natural, in 200-ft. rolls, 4 ft. 2 ins. wide,
\$8.00; 8 ft. 4 ins. wide, \$15.00; 12 ft. wide, \$21.00.
4 mil., natural, in 100-ft. rolls, 3 ft. wide, \$6.00;
4 ft. wide, \$8.00; 6 ft. wide, \$11.20; 8 ft. wide, \$14.40;
10 ft. wide, \$18.00; 12 ft. wide, \$21.60; 14 ft. wide,
\$25.20; 16 ft. wide, \$28.80; 20 ft. wide, \$36.00; 24 ft.
wide, \$43.20; 28 ft. wide, \$50.40; 32 ft. wide, \$57.60.
6 mil. available in widths up to 32 ft.
10 per cent discount on orders over \$24.00.
20 per cent discount on orders over \$60.00.
35 per cent discount on orders over \$6,000 sq. ft.
We pay freight if check is with order.

ROUGH BROTHERS

4229 Spring Grove — Kirby 1-6100 — Cinl. 23, Ohio
Manufacturers & Builders of America's
Finest Greenhouses

As It Looks to Me

By **JOHN CAREW**
Michigan State University

POTATO tubers can make accurate two-day weather forecasts according to the research of Dr. Frank A. Brown, Jr., professor of biology at North-western University.

Rhythms in plants and animals are Dr. Brown's special interest. We live in a world of rhythms: day and night, winter and summer, tides, etc. All living things, including humans, are rhythmic creatures. Wakefulness, body temperature, reproduction, migration are all cyclic in nature.

Fiddler crabs along the seacoast show a period of activity at the time of low tide. When these crabs were brought into a laboratory many miles from the ocean and kept in a photographic darkroom, they continued to show a peak activity at the same times when it was low tide on their native beach.

Potato tubers also have rhythms. They have a precise average 24-hour cycle of metabolism with a minimum rate at midnight and a maximum rate at 6:00 P.M.

Although sealed in containers with constant temperature, pressure, and light, the oxygen consumption of a potato at 6:00 A.M. is related to the changes in barometric pressure 24 hours previous.

Furthermore, Dr. Brown says, "Every living thing studied in our laboratory during the past three years—from carrots to seaweed, and from crabs and oysters to rats—has shown a capacity to predict very safely beyond chance the barometric pressure changes usually two days in advance."

Ask 10 people what they think of when you say "agriculture" and most of them will mention cows, pigs, tractors, orchards, etc.

Few of them will say milk, eggs, flour, apples, tomatoes and other agricultural products.

Correct or not, the public's definition of agriculture is restricted to the raising of animals and the growing of crops—in other words, farming.

We can't be surprised, therefore, when colleges of agriculture and agricultural experiment stations are pictured as working only to educate

farmers and solve farming problems.

The fact that they have extensive teaching, research, and extension programs dealing with handling, storage, transportation, processing, marketing, and utilization of all agricultural products is commonly overlooked.

"Who cares?" say most people, including many farmers and research workers. They attach little import to this incomplete public recognition of the scope of agriculture.

But many thinking agricultural leaders are deeply concerned. They fear our entire agricultural economy will be adversely affected by a distorted definition of the term agriculture.

What worries them is the tendency for legislative bodies and private foundations to channel funds into non-agricultural organizations and university departments incapable of sound research and education with food and other agricultural products.

Partly responsible for the thinking behind this trend is the oft-repeated comment, "You've shown us how to raise two blades of grass where one grew before—but you haven't shown us how to sell them!"

So the requests for answers to marketing and surplus problems go to untried organizations generally staffed by men lacking an appreciation of the biological nature of agricultural products.

Farm people and consumers have called for more research on marketing. They want higher quality agricultural products distributed efficiently and sold at a "fair" price.

But in many states, someone "up high" unfortunately defined marketing as "after the farm gate closes" and overlooked the fact that choice of variety, fertilizer practices, and insect control all contribute to the sale or purchase of every product.

Opinion in Washington points to large appropriations in the areas of utilization and marketing. How these funds are distributed can well affect our national economy.

We must make sure they are administered by men appreciative of the vast contributions possible with biological science and sound agricultural economics research.

Perhaps we should label our research and teaching organizations what they really are—colleges of agricultural products—and emphasize their role in all aspects of food and fiber; production, handling, processing, distribution, marketing, and utilization.

THE END.

CALENDAR MEETING

Dec. 3-4—Short Course, Station, Wooster.
Dec. 5—Nat. meeting, Hotel Sec'y, Box 747.
Dec. 6-10—N. Association conf. in D. C.—French Hall, West.
Dec. 7-9—W. association annu. Snyder, Sec'y.
Dec. 7-10—V. America annu. Burne Hotels, Erick, Exec. St. and Penna. 6, D. C.
Dec. 10-11—Physiology and city of Arkansas.
Dec. 10-11—Association's Hanford, Maso Box 421 Stat.
Jan. 5-7—In. annual meeting, Lafayette, F. University, La.
Jan. 6-8—N. ence, Hotel Ne.
Jan. 8-9—47th annual n. port.—E. C. M. city of Conn.
Jan. 12-13—meeting, Linco. Trecoe, Dept. Experiment St.
Jan. 13-14—North Carolina.
Jan. 13-16—association annu. land Farm Bu. meetings, Lor. Herman Hunt. v. of Ma.
Jan. 14-15—Association an. table growers' University, Un.
Jan. 19-22—New York S. meeting, Comm. ters, Hotel Ma. Sec'y, NYSHS.
Jan. 25-30—tn. New Jer. Jan. 25-29—F. tion, N. J. De.
Feb. 1-3—O. Association an. bus.—E. C. W. Columbus.
Feb. 1-4—U. Association 5. Hilton Hotel, ters, 777 14th.
Feb. 1-5—M. Farmers' Weel.
Feb. 3-5—C. annual meetin. Ellenwood, Se.

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DECEMBER, 1

CALENDAR OF COMING MEETINGS AND EXHIBITS

Dec. 3-4—3rd Annual Ohio Potato Growers' Short Course, Ohio Agricultural Experiment Station, Wooster.

Dec. 5—National Onion Association annual meeting, Hotel Sherman, Chicago.—Jack Rose, Sec'y, Box 747, East Lansing, Mich.

Dec. 6-10—National Junior Vegetable Growers Association convention, Roosevelt Hotel, Washington, D. C.—Grant Snyder, National Chairman, French Hall, University of Massachusetts, Amherst.

Dec. 7-9—Washington State Horticultural Association annual meeting, Wenatchee.—John C. Snyder, Sec'y, Pullman, Wash.

Dec. 7-10—Vegetable Growers Association of America annual convention, Dennis and Sheldene Hotels, Atlantic City, N.J.—R. M. Frederick, Exec. Sec'y, 528 Mills Bldg., 17th St. and Pennsylvania Ave., N.W., Washington 6, D. C.

Dec. 10-11—Processor-Grower Study Day, Physiology and Processing Laboratory, University of Arkansas, Fayetteville.

Dec. 10-11—Iowa State Vegetable Growers' Association's 46th annual convention, Hotel Hanford, Mason City.—C. L. Fitch, Sec'y, P.O. Box 421 Station A, Ames.

Jan. 5-7—Indiana Horticultural Society annual meeting, Purdue Memorial Union, West Lafayette.—F. H. Emerson, Sec'y-Treas., Purdue University, Lafayette.

Jan. 6-8—Northeastern Weed Control Conference, Hotel New Yorker, New York City.

Jan. 8-9—Connecticut Vegetable Growers 47th annual meeting, Hotel Stratfield, Bridgeport.—E. C. Minnum, Ext. Veg. Spec., University of Connecticut, Storrs.

Jan. 12-13—Ohio Pesticide Institute annual meeting, Lincoln Lodge, Columbus.—Robert E. Treece, Dept. of Entomology, Ohio Agricultural Experiment Station, Wooster.

Jan. 13-14—North Carolina Pesticide School, North Carolina State College, Raleigh.

Jan. 13-16—Maryland Vegetable Growers Association annual meeting, held during Maryland Farm Bureau and affiliated organizations meetings, Lord Baltimore Hotel, Baltimore.—Herman Hunter, Sec'y, Extension Service, University of Maryland, College Park.

Jan. 14-15—New Mexico Vegetable Growers Association annual meeting and fruit and vegetable growers' short course, New Mexico State University, University Park.

Jan. 19-22—Empire State Potato Club and New York State Horticultural Society joint meeting, Community War Memorial (headquarters, Hotel Manger), Rochester.—T. E. LaMont, Sec'y, NYSHS, Albion.

Jan. 25-30—New Jersey Farmers Week, Trenton. New Jersey Farm Show in conjunction, Jan. 25-29.—Fred W. Jackson, Div. of Information, N. J. Dept. of Agriculture, Trenton.

Feb. 1-3—Ohio Vegetable and Potato Growers Association annual meeting, Neil House, Columbus.—E. C. Wittmeyer, Sec'y, 1827 Neil Ave., Columbus.

Feb. 1-4—United Fresh Fruit and Vegetable Association 56th annual convention, Conrad Hilton Hotel, Chicago.—Association Headquarters, 777 14th St., N.W., Washington 5, D.C.

Feb. 1-5—Michigan State University's annual Farmers' Week, East Lansing.

Feb. 3-5—Ohio State Horticultural Society annual meeting, Neil House, Columbus.—C. W. Ellenwood, Sec'y, Rt. 2, Wooster.

NO INCREASE PLANNED

IN our October issue we inadvertently credited Jack Rose, National Onion Association's executive secretary, with plans for increased acreage of onions. We hasten to make a correction—what was intended was "increased promotion."

Onion growers worried about plentiful crops may rest easier. Secretary Rose, as explained in "Cheers for King Onion", in our November issue, is bending every effort to establish a much needed aggressive national promotion program. At the same time industry leaders are debating marketing agreements and acreage reductions.

DECEMBER, 1959

NORTHERN GROWN

with Integrity... Know How... Supervision!



GROW THE BEST!

**HIGH QUALITY
SEED POTATO STOCK**
grown from foundation or
approved seed. Florida
or Greenhouse Tested!

Grown under rigid requirements and thoroughly field inspected. Properly stored. All shipments carefully inspected by well trained, qualified Federal and State Department of Agriculture Inspectors.

**LOOK FOR THE OFFICIAL BLUE TAG OF
CERTIFICATION ON EVERY BAG.**



CERTIFIED

MINNESOTA

SEED POTATOES

WRITE TODAY for complete list of MINNESOTA CERTIFIED SEED POTATO GROWERS

STATE OF MINNESOTA DEPT. OF AGRICULTURE
DIVISION OF PLANT INDUSTRY, DEPT. P
UNIVERSITY OF MINNESOTA - SAINT PAUL CAMPUS - SAINT PAUL, MINN.

RACE AGAINST TIME

won by *John*
BEAN[®]

AIRCROPSPRAYERS



This placid looking scene could be a battlefield — an emergency race against time, disease and nature's pests. There's no margin for error. The machine that delivers the spray must be built to get into action and *stay* in action with no "down time." For the critical requirements of fast and *complete* coverage, you can depend upon John Bean Aircrop Sprayers.

Look at the features!

FULL COVERAGE THROUGHOUT THE SWATH

You get gentle, thorough foliar agitation to the end of the swath without damage to close-in crops, thanks to John Bean's carefully engineered air handling system.

EASY, ONE-MAN OPERATION

Remote control panel mounts on the tractor fender within finger-tip reach of the driver.

LET THE WIND WORK FOR YOU!

Simplified, hydraulic controls rotate the discharge head to take full advantage of wind conditions.

VERSATILE APPLICATION

Aircrop's zone-controlled air delivery and adjustable vanes let you tailor the air pattern to any ground contour, to any crop. For extra versatility, you can spray dilute, semi-concentrate or concentrate materials.

LONG, MAINTENANCE-FREE LIFE

You're assured of long tank life with the exclusive "Bean Bond" process that protects against rust, corrosion and temperature effects. John Bean's careful attention to quality carries through every Aircrop component — your assurance of years of trouble-free operation.

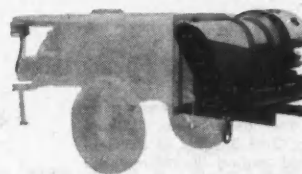


Model 4
COVERS U

Greatest rate
Sprays up to
adjustable tr

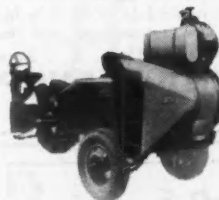


ME OPS PRAYERS



NEW Model 10-RC

Sprays a 35 to 40-foot swath, new direct drive design, complete Prestomatic control, orchard discharge head available.

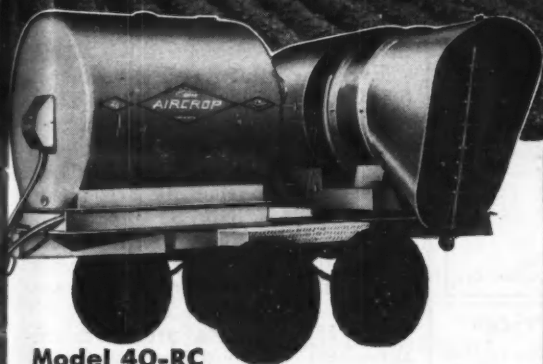


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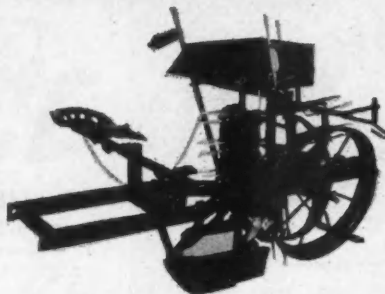
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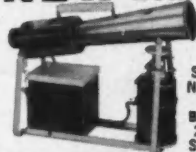
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6 Rolls to 9 Rolls Deduct 20%
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Big Sample Bargain

Big useable sample piece 10 ft. long by 3 ft. wide. Send \$1.00 cash, check or stamps for this big sample by mail, postpaid

TAX DEDUCTIONS

(Continued from page 10)

\$30,000, \$40,000, or \$50,000 in one week. What do you buy that is deductible and yet is a good, wise expenditure?

I remember one time an onion man of my acquaintance went out and bought \$50,000 worth of bags with his name on them for his next year's crop. They were presented as a cash basis expense even though they were for next year's crop.

Substantial fertilizer purchases are often made, or substantial repair bills are paid rather than letting them ride over into the next year.

Question from audience: Please discuss the accrual basis or the cash basis over a long time period. Which is preferable?

Ahearne: I think the cash basis is the best for farmers. Do you realize that the farmer is one of the few people who can elect the method he is to use? Most taxpayers are burdened with either the cash or accrual, depending upon their business, but farmers actually can choose either one. The cash basis does keep down the record keeping and does give you a little more leeway.

Stinson: George Ahearne, you mentioned a new regulation regarding depreciation. Would you go into that a little more in detail?

Ahearne: Depreciation is merely getting your cost back. If the asset lasts more than one year, we make you take it pro rata over the life of the asset.

Everyone is interested in writing it off quickly to reduce their taxes. Then they end up with an asset with a zero basis which they sell and get a big capital gain under Section 1231. They are very happy when the accountant says, "This is only 50% taxable."

If you buy a piece of equipment, we say that you can only depreciate it down to a reasonable salvage value.

Q.: If I have a predetermined agreement with my cannery that I will not accept any proceeds from my 1959 crop until January, 1960, I take it that is all right?

Ahearne: Was this agreement reached in bargaining when you determined the price that you would receive?

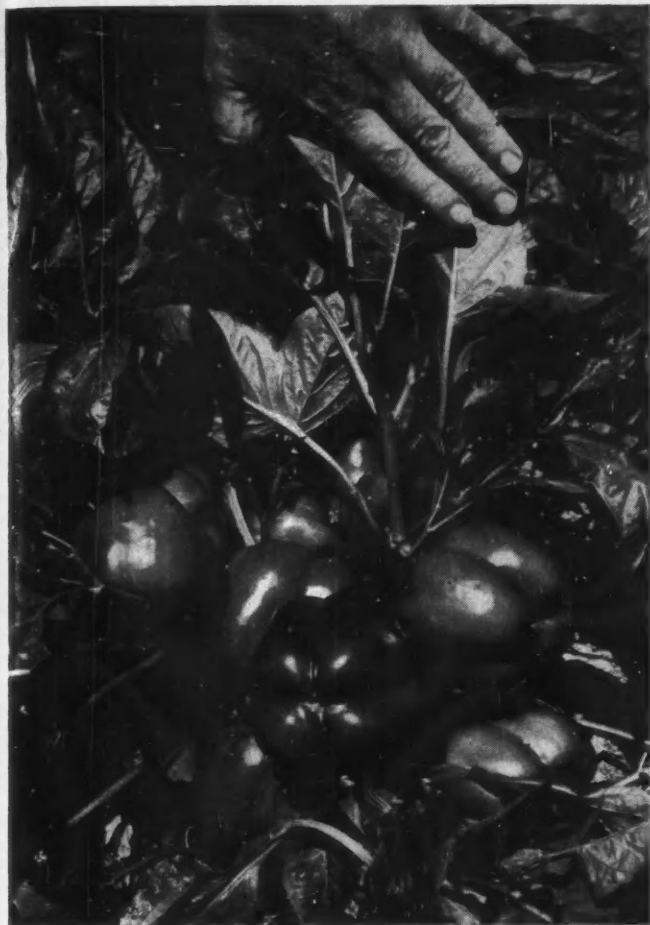
Reply: At the time the contract was made I agreed I would not accept any proceeds until 1960.

Ahearne: I would rather word it this way: the agreement was they won't pay you any of your proceeds until 1960.

Reply: That is right.

Ahearne: That is definitely allowable.

Q.: Now, as a result of this agreement I have with the cannery, I



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KEYSTONE RESISTANT GIANT PEPPER

Continually Re-Selected for Better Quality, Higher Yield

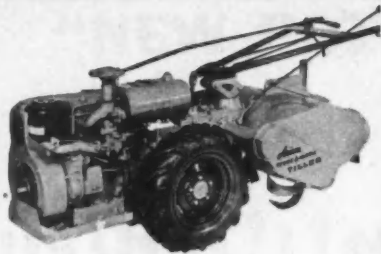
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show a net operating loss in 1959. Am I privileged to back up and get a refund on my profit in 1958?

Ahearne: No. Your loss for 1959 would first have to be carried back to 1956. The excess of loss would then have to be applied to 1957 and 1958. The balance, if any, of the loss could be deducted in the next taxable year, in this case, 1960.

Q.: A fertilizer corporation was recently organized and they solicited investments by farmers. Their investment entitled them to purchase fertilizer with certain benefits over and above normal trade accounts. My question is: Can we deduct the cost of the stock because it is necessary to obtain a preferential price for the fertilizer?

Ahearne: Taxwise it is pretty clear the stock you are buying is actually an investment, therefore, not deductible.

Q.: You buy a used piece of machinery and pay out in addition to the purchase price \$6,000 repair cost to put it into operating condition. How do you handle that \$6,000? Is that an expense or does that have to be capitalized?

Ahearne: That is definitely and unequivocally not an expense. It has to be capitalized. A repair item leaves the repair category when it extends the life of the asset. We have this problem with the big truck and trailer operators. They put a new motor into a truck which we say has to be capitalized. If it extends the life of the asset, it is a capitalization and not a repair.

Lewis: As a practical matter, if you have two tractors, how can the agent prove that all of the \$6,000 worth of repairs went into the one you just bought?

Ahearne: This is what makes the internal revenue agent's job so tough. There are devious means of doing it. A revenue agent is half accountant, half tax man, and a 100% investigator.

Lewis: There is one very serious trap for a taxpayer in the 1954 Revenue act. Section 175 which allows deduction for leveling as a soil and water conservation measure, has in it a provision that if you buy a ranch, level it, and plant into that piece of property a crop substantially different from that which was there before you acquired it, that leveling is not deductible.

I think this might be a surprise to you. A man buys a piece of property planning on deducting that leveling thereby having a low cost basis; but the code very carefully excludes the cost of leveling in such instances from deduction. Farm publications have been slow in pointing out this tax trap to their readers. THE END.

New Early F₁ Hybrid TOMATO



"PENNSYLVANIA 103"

This new and very excellent Hybrid was developed by our Pennsylvania Agricultural Experiment Station. It is a second early, ready in about 65 days. The very uniform tomatoes are round, firm, with thick side walls and an excellent color throughout. It is superior to many as an early, heavy-producing, high quality fresh market tomato.

The demand in 1959 was so great that seed of this variety was sold out early.

We urge all Tomato Growers to try this very excellent early tomato this year.

Prices: 1/16 oz. \$3.00; 1/4 oz. \$5.50; 1/2 oz. \$10.00; 1/2 oz. \$18.00; 1/2 lb. \$32.00; 1/2 lb. \$100.00; 1/2 lb. \$175.00; 1/2 lb. \$350.00.

Order it now and ask for a free copy of our 1960 general catalogue and Market-Gardeners Wholesale Price List.

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COVERALL is water-proof, rot-proof, acid-proof, Meets FHA specifications. Durable, Inexpensive. The Best Polyethylene Sheeting Money Can Buy. Made by Warp Bros., Chicago 51, Ill.—Estab. 1921. Originators and Largest Producers of Plastic Sheeting for Farm Use.

Price Per Square Foot	Widths Available—100 Lbs. Ft. Rolls
2 Gauge (.002).....1¢ Sq. Ft.	3', 4', 9' & 16 ft. widths
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"The field service that's provided us growers by ORTHO appeals to me most," says Fletcher Lett, shown above, left, inspecting a plot of young lima beans with

ORTHO Fieldman Webster Carson. Mr. Lett continues: "Our ORTHO Fieldman's know-how has helped me produce top quality vegetables and citrus."

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This report is just one of many received from leading Florida growers who have found that ORTHO products help them grow better quality crops. And, when you buy ORTHO products, all the personal, on-your-ground technical advice and expert services of your ORTHO Fieldman are provided without any extra charge.



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Columbia, South Carolina
Medina, New York
Orlando, Florida
Springfield, Massachusetts

DECEMBER, 1959

21

PRICE OF POTATOES

(Continued from page 9)

not satisfy the requirements of mass merchandising. The result has been a trend towards direct buying and closer co-ordination with the producer. Auctions, commission houses, and wholesalers are being bypassed, shortening the distribution channel and presenting supply and demand factors that were non-existent 20 years ago.

8) **Acreage and yield**—Greatly reduced potato acreage over the past 20 years has not meant fewer pota-

atoes. On the contrary, total production has been all the market could bear and, in many seasons, a great deal more.

During the 20-year period from 1920 to 1939, the smallest potato crop was valued at \$505 million. The largest crop had a value of only \$223 million. These figures emphasize the inelasticity of the demand for potatoes. Growers will generally receive less total money for a large supply than for a small supply.

9) **USDA agricultural programs**—USDA programs, such as support through acreage allotments, parity

prices, Section 32 funds, and conservation reserve, exert a decided influence on the supply picture. Some observers reason that potato diversion, through Section 32 funds, tends to increase potato acreage in the long run, while increase of acreage allotments in basic crops possibly encourages a gradual decrease.

10) **Weather conditions**—Abnormal temperatures and precipitation in competitive growing areas may cause early or late harvesting, an obvious and vital factor in orderly supply.

11) **Quality**—Good quality creates business, and poor quality destroys it. Inferior potatoes increase risks and cut down profit and range of outlets. Poor quality deters trade and increases the incidence of complaints. It is always unwise to gamble on low grade potatoes. In a buyer's market, quality is more significant in potatoes than in any other commodity. USDA surveys reveal that consumers rate quality first, size second, price third.

12) **Daily shipments**—Experienced observers have set up the figure of 7500 carlot shipments per week (by rail and truck) as the ideal maximum for return of parity price.

13) **Proportion of sold and unsold shipments**—Short term market price trends can easily be stabilized or disrupted by the proportion of sold or unsold shipments that are in transit.

14) **Pre-season contracting**—The amount of potato purchasing or contracting, prior to harvest, tends to exercise a stabilizing influence on shipping point prices during harvest period.

15) **Inventory stocks**—The supplies of potatoes existing at shipping points, in-transit points, and receiving points greatly affect price. USDA national inventory figures for potatoes are generally considered to include fall potatoes from the 26 late states, in storage at production points on December 1, January 1, February 1, and March 1. Fall potato stocks, however, may exist at in-transit points where cold storages are available, as well as at various receiving point storages throughout the country. These latter two storages are not included in government reports.

16) **Research**—Research programs are always vital. In agriculture, research is endless and covers diverse fields. It is a slow, steady process and results are usually routine, rarely spectacular, but always important. The supply and demand picture is ultimately shifted by research. Take, for example, the sprout inhibitors, used by potato

producers for... They now pe... storage pota... instead of th... period previo...

17) **Promote**... The annual... potato crop... for the past... estimated at... retail level, th... \$1 billion.) M... 2% of the... product for... approximately... nationally fo... toes. Two pe... value would... of \$8 millio... advertising... spends less... amount goo... adequate fo... Demand for... influenced by...

18) **Trans**... transportatio... level, some... automatically... tacting far a... except on a... This causes... demand.

19) **Time**... —From the... toes take a f... for delivery... and the whe... nels to be de... tials can aff... which, in tu...

20) **Price**... Marketing c... steps in mov... tributing po... Grading, wa... porting, unl... selling—all... sumer sees... material, an... rise, the pri... ducer and... and wider a... the product...

21) **Gene**... —The gene... of the cour... direct beari... mand for p...

There yo... which migh... 210 or even... terplay of... during cer... areas finally... ture. Recog... preting and... is a never-e... the comple... chological... quantitative... volved in... structure o...



YOUR CUSTOMERS WANT THOSE POTATOES SIZED!!!

BUILT TO FIT YOUR NEEDS!!!



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Install a
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And Pinching of Produce

No Skinning or
Mechanical Injury
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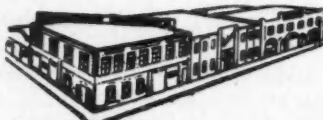
Lockwood Expanding Sizer

OPERATION IS SIMPLE—Mechanism of this sizer is very simple. The rubber knob rollers are carried around sprockets by a heavy roller chain. On the top the spacing is regulated by a spiral on each side of machine. There is no danger of breakdown. For special sizing conditions, spirals with different spacings can be furnished.

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GROWER

producers for the past few years. They now permit the marketing of storage potatoes the year 'round, instead of the six- to eight-month period previously enjoyed.

17) **Promotion and advertising**—The annual value of the nation's potato crop "at the farmer's gate," for the past several years, has been estimated at \$400 million. (At the retail level, the value is estimated at \$1 billion.) Many industries set aside 2% of the retail value of their product for promotion. In 1958 approximately \$750,000 was used nationally for promotion of potatoes. Two per cent of the production value would indicate an expenditure of \$8 million for promotion and advertising. The potato industry spends less than one-tenth the amount good business considers adequate for normal advertising. Demand for a product is directly influenced by promotion.

18) **Transportation costs**—When transportation costs reach a certain level, some producing areas are automatically prohibited from contacting far away consuming centers, except on a luxury product basis. This causes a shift in supply and demand.

19) **Time element in distribution**—From the field to the table, potatoes take a few hours to three weeks for delivery, depending on distance and the wholesale and retail channels to be dealt with. Such differentials can affect quality and supply which, in turn, influence the price.

20) **Price spread in distribution**—Marketing charges cover the many steps in moving, processing and distributing potatoes to the consumer. Grading, washing, packaging, transporting, unloading, selling, and re-selling—all occur before the consumer sees the product. As labor, material, and transportation costs rise, the price spread between producer and consumer grows wider and wider and the ultimate price of the product is altered accordingly.

21) **General economic conditions**—The general economic conditions of the country as a whole have a direct bearing on the price and demand for potatoes.

There you have the 21 points which might easily be expanded to 210 or even 2100. The complex interplay of many governing factors during certain periods in specific areas finally results in a price structure. Recognizing and properly interpreting and applying these factors is a never-ending process. Added to the complexity is the fact that psychological influences which defy quantitative measure are also involved in the marketing and price structure of potatoes. **THE END.**

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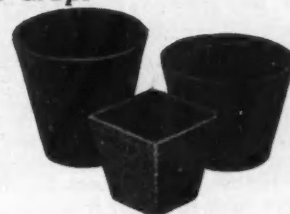
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The family were originally outdoor vegetable growers. They are located in the Schaaf Road area of Brooklyn Heights, Ohio, which was later to become known as the Village Under Glass. Outdoor crops grown on the sandy, well-drained loam were beets, carrots, celery, cabbage, and lettuce.

By 1937, the Schrade family began to erect greenhouses as had many of their neighbors. Since that time most outdoor growers in the area have moved inside to grow tomatoes and lettuce under glass.

Upon discharge from military service in 1954, Bob realized changes were necessary. His father was in agreement and a father-son partnership was set up to operate the farm. The biggest problem was to enlarge the greenhouse operation to make it a major income source for the two families.

Tearing down and rebuilding an old greenhouse offered a solution since the high cost of new materials and construction was prohibitive. Twelve miles away they found a half-acre greenhouse to fit their needs.

The dismantling and rebuilding required six months' work. A 12,000 square foot house was erected and 500 feet were added to the existing range. The Schrades now have 29,500 square feet plus material for another house.

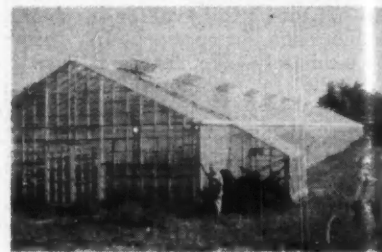
The father-son team did its own work. Construction cost was kept to \$1 per square foot or \$12,000. This included tearing down and rebuilding, the addition to the existing range, new wood gutters, side and end bars, heating pipes to boilers, bar clips, and miscellaneous hardware.

The extra time and labor spent in dismantling and rebuilding more than paid their way when compared with the cost of new construction. Three growers of greenhouse crops in the Cleveland area are following the Schrades' example. Eight acres will be relocated by fall.

All the farm operations at Schrades have moved inside. Tomatoes, cut flowers, bedding plants, and geraniums make up the crop rotations. Bedding plants and geraniums are primary crops in the main range. Lighted chrysanthemums are flowered December through March, followed by bedding plants and summer snapdragons.

Their new 12,000-foot range is planted to a spring and fall tomato crop. Bob feels the net income from flowers is equal to tomatoes per square foot per year.

He says the extra time, work, and thought put into rebuilding an old



Schrades' rebuilt greenhouse covers 12,000 square feet.

range is worth the money saved. The Schrades are happy with their new setup but cautioned: "You have to like the business." They do.—Fred K. Buscher, Cuyahoga County (Ohio) Agricultural Agent.

Limit Phosdrin Use

REPORTS have been received from the Cleveland, Ohio, area that several greenhouse operators have become ill following the application of Phosdrin® insecticide as an aerosol for the control of certain greenhouse pests. The cause of illness has not been definitely established.

R. P. Holdsworth, Jr., extension entomologist, believes the illnesses may be attributed to careless application procedures and recommends that the insecticide should not be used in greenhouses until such time as safer methods of application can be found. In the meantime the product is no longer being recommended for greenhouse applications in Ohio.

Time Saver



This large cart designed for flats can easily be wheeled about by one man when it is fully loaded (35 flats). Rear wheels are permanent; front truck detaches, can handle similar carts.—J. R. Kamp and G. M. Foster, University of Illinois.

AMERICAN VEGETABLE GROWER

TO

Curly Top

A MAJOR growing virus transmitted by leafhopper. western desert tomato leaves and causing and die.

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Construction panel greenho rials, films, a prints of curr are availabl GROWER, WI

DECEMBER,

TOMATOES

Curly Top Control

A MAJOR problem in tomato growing is control of curly top virus transmitted by the sugar beet leafhopper. This insect breeds in western desert areas and feeds upon tomato leaves, transmitting the virus and causing the plant to turn yellow and die.

Extensive research is being conducted at Utah State University agricultural experiment station, Logan. In 1958, tomato production for Utah was less than 20% of normal due to curly top virus.

No positive solution has been discovered. Howard Dorst, USU agricultural experiment station, has found losses from curly top may be cut by planting more tomatoes per acre. No satisfactory commercial variety with resistance has been developed.

Researchers have found the curly top resistance of wild tomatoes can be transferred to tomatoes with satisfactory commercial qualities. However, further breeding and selection are needed to eliminate some minor undesirable characteristics.

The two most promising possibilities for curly top control seem to be development of an insecticide to kill the carrier leafhopper and development of varieties with good horticultural characteristics and curly top resistance.

AFBF SUBSIDIARY

FOLLOWING the suggestion of New York grower Donald Nesbitt as reported in the March, 1959 issue of AMERICAN VEGETABLE GROWER, the American Farm Bureau Federation has established a national farm commodity marketing and bargaining subsidiary.

AFBF President Charles B. Shuman said, "The purpose of the new subsidiary is to provide a means for state and area marketing-bargaining associations to co-ordinate their efforts and to help them to find the appropriate price for a commodity based on supply and demand."

The subsidiary will not bargain on a national level. All bargaining will be done by member states and associations.

PLASTIC GREENHOUSE PLANS

Construction details for Cornell University plastic panel greenhouse, names of suppliers of materials, films, and adhesives for plastics, and reprints of current articles on plastic greenhouses are available from AMERICAN VEGETABLE GROWER, Willoughby, Ohio, for 50 cents a set.

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Powered by reliable Handidrive unit; constant or variable speed from 5 to 120 fpm. Table length up to 75 feet. For more details on this production booster, write Dept. S-12.

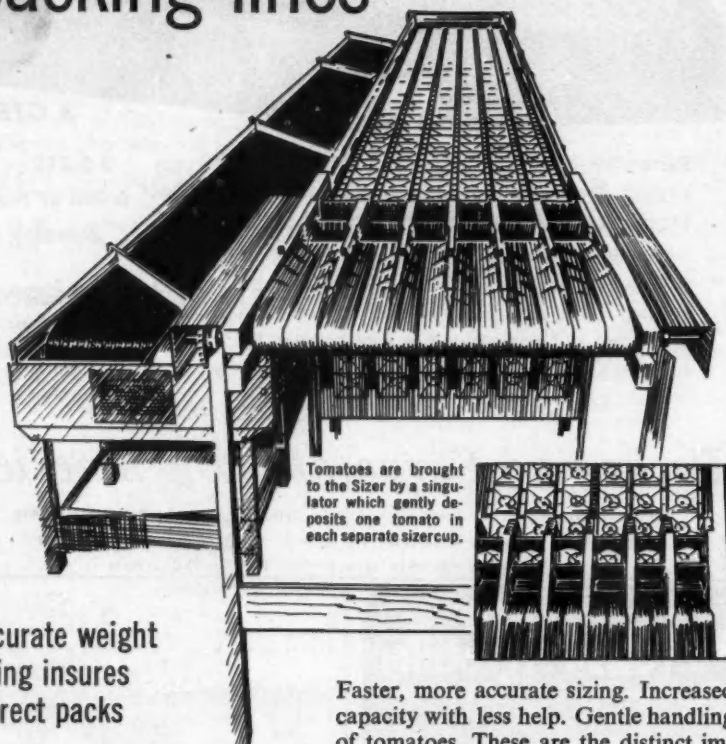
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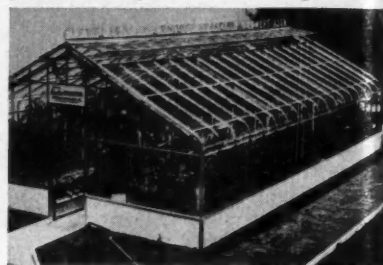
CITY _____

STATE _____

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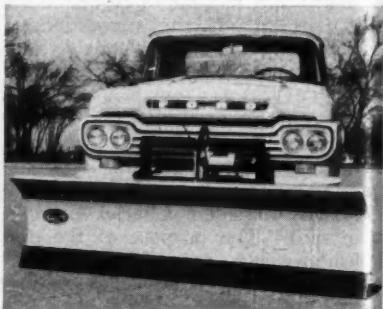
A grower friend of mine spent the better part of an hour telling me about a greenhouse he put up this year. His greenhouse is precision



prefabricated. Naturally, there are many models to choose from. Model G, pictured above, is 17 feet wide and comes in various lengths. J. W. Irwin, Aluminum Greenhouses, Inc., 14615 Lorain Ave., Cleveland 11, Ohio, would be glad to send you all the facts. Why not drop him a card?

Be Prepared

Old Man Winter is here, and for a great many of us that means ice, cold, and snow. I recently came across a snow plow for four-wheel drive trucks that might make this



winter easier for you. The above picture is of Model ST-84 which features a 7-foot, reversible, spring trip blade with replaceable cutting edges. During the original installation, all brackets, plates, and braces can be attached in about four hours. Between snows, the blade can be removed or replaced in minutes. Dick Hurlburt, Meyer Products, Inc., 18513 Euclid Ave., Cleveland 12, Ohio, will be glad to send you more details about this model or information about other snow plows they make for Jeeps, tractors, and trucks.

AMERICAN VEGETABLE GROWER

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STATE NEWS

(Continued from page 11)

New Assignment

INDIANA—After 42 years with the horticulture department at Purdue University, Prof. F. C. Gaylord retired July 1. But he is still in active service. On September 1, he became consultant horticulturist for the Board of Fundamental Education, a national organization chartered by Congress in 1954. His first assignment is to prepare landscape plans and plan a peach, pear, and truck crops program for Jarvis Christian College, Hawkins, Tex.

Other horticultural projects will keep him busy in the Midwest. His headquarters is still the department of horticulture, Purdue.



Gaylord

Tomato Yield Sets Record

NEW JERSEY—Per acre yields of canning tomatoes set a new record despite unfavorable mid-season growing weather.

Average yields for the entire season are estimated at 14 tons per acre, highest on record in New Jersey. The processing tomato crop is estimated by New Jersey Crop Reporting Service to have reached 196,000 tons in 1959.

New Yam Grades

LOUISIANA—State Market Commission has approved two new grades for yams. Louisiana Commercial compares with U.S. Grade II and Louisiana Jumbo is similar in standards to U.S. Grade II except in size.

Shipment of uncured yams to fresh market outlets and to processing plants is prohibited after the Saturday before Thanksgiving each year or earlier if weather and crop conditions warrant. Because of weather conditions, yams harvested after that date are normally of poor quality, and have had a demoralizing effect on the market in past seasons.

VGA Elects Jaffer

ARIZONA—New president of Vegetable Growers Association is Robert Jaffer, Apache Distributors. Howard L. Relfe, Floyd N. Smith Co., was elected vice-president and John R. Arena, Arena Co. of Arizona, secretary-treasurer.

School Bells Ringing

NEW MEXICO—School bells will be ringing on New Mexico State University's Park campus January 14-15.

A special short course for vegetable and fruit growers is being planned by a six man committee headed by Dr. J. V. Enzie, NMSU's horticultural department chief.

Among the topics scheduled for discussion are weed and mite control in vegetable crops and the Perishable Agricultural Commodities Act. M. J. Jones, assistant horticulturist, NMSU's Experiment Station, will review new vegetable crop varieties.

The New Mexico Vegetable Growers Association will hold its annual meeting during the short course.



4-H MODEL ROADSIDE STAND

The 4-H vegetable growers' model roadside stand at 1959 New York State Fair was operated by, left to right, Richard Schmidt, Harold Schmidt, Mary Allen, and Peter Bush. New York State Fair gives money to operate the model market right on the fair grounds. Any profit made is used to finance trips to national 4-H meetings. Note the stand is so designed that supporting poles can be folded and the roof can be let down at night.

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BIG BOY® Giant Hybrid

Largest of all Burpee hybrids, with fruits as heavy as 2 lbs., yet perfectly smooth and firm. Scarlet-red color, thick walled, bright red meaty flesh and outstanding flavor. At peak performance in midseason, although large fruits are produced late when many standard varieties decline in yield and size.

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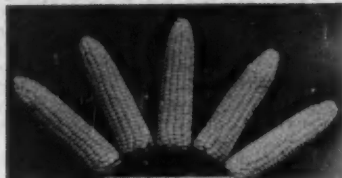
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The layman's primer, the professional's reference
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NATURE describes seven universal curatives
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143, Tennessee.

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Price reasonable. ORCHARDSIDE FARMS,
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Crop \$8.50 per 1,000, Pocahontas \$10.00 per 1,000
F.O.B. Streamliner \$3.00 per 100 prepaid. Arkan-
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Answering Your QUESTIONS

Don't let your questions go unanswered. Whether large or small, send them with a four-cent stamp for early reply to Questions Editor, AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

WINTER VEGETABLES IN MARYLAND

I understand that vegetables can be grown during the winter months in some parts of Maryland. Could you tell me if this is true?—New Jersey.

Outside of wintering over spinach and some of the crucifers, vegetables cannot be grown year round in Maryland. According to H. A. Hunter, Maryland extension vegetable specialist, the warmer vegetable growing area in Maryland lies along the lower eastern shore, but the average January temperature here is 39.1° F., and there are approximately 70 days per year with temperatures of 32° F. or below.

CABBAGE VARIETIES

What is the best variety of cabbage to plant in my area?—North Carolina.

Oakview Ballhead is a good late variety for the Shelby, N. C., area. If yellows is a problem, then such yellows-resistant varieties as Wisconsin Hollander and Wisconsin Ballhead should be planted.

SCAB-RESISTANT CUKES

Could you supply me with sources of seed of the scab-resistant cucumber varieties, Ashe and Fletcher, mentioned in a recent issue of AMERICAN VEGETABLE GROWER?—Nova Scotia.

Try Dessert Seed Co., El Centro, Calif.; Lawrence Robinson & Sons, P. O. Box 1373, Modesto, Calif.; and Charter Seed Co., P. O. Box 191, Twin Falls, Idaho.

FUTURE CGVGA MEMBER

How can I become a member of the Cleveland Greenhouse Vegetable Growers Association?—Ohio.

Write Charles Sanderson, Secretary, Cleveland Greenhouse Vegetable Growers Association, Schofield Bldg., Cleveland, Ohio.

SWEET POTATO STORAGE

Can you give me some suggestions for cleaning my sweet potato curing house?—South Carolina.

Directions for the use of sulfur, formaldehyde, tear gas, and copper sulfate in disinfecting sweet potato storage houses will be found in Extension Circular 269. This circular may be obtained from Clemson Agricultural Information Service, Clemson College, Clemson, S. C.

HYDROPONIC CULTURE

I would like information on growing vegetables hydroponically here in Florida. Can you help?—Florida.

Write to the Mail Room, Agricultural Extension Service, University of Florida, Gainesville, for the new Publication C. 192, *Hydroponic Culture of Vegetable Crops*.

NEMATODE PROBLEM

I think my tomatoes suffered from root nematodes last summer. How can I tell?—South Carolina.

This is an excellent time to examine plants for root-knot nematodes. The plants are usually stunted, yellowed, and the leaves drop off. The roots of the plant, however, tell the real story. Examine the roots for galls or knots. These knots are formed after the nematode, a tiny microscopic roundworm, enters the roots. Don't confuse these knots with the nitrogen-fixing nodules that form on the roots of legumes.

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	4 in	500	Standard	Wt.	Azalea	Wt.
500 to 2,000	500	\$28.75M	32#	\$28.75M	32#	\$28.75M
2,500 to 9,500		\$26.25M				
3 in			Square	Round		
1,000 to 9,000	1,000	\$17.25M	37#	\$13.75M	25#	\$12.75M
10,000 to 49,000		\$16.00M				
2 1/2 in			Square	Round		
2,000 to 18,000	2,000	\$10.50M	36#	\$7.75M	29#	\$7.25M
20,000 to 74,000		\$9.75M				
1 3/4 in			Square			
2,500 to 17,500	2,500	\$6.90M	28#			
20,000 to 72,500		\$6.40M				

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	3 in	1,000	9,000	1,000	Square	Round
10,000 to 49,000					\$14.50M	34#
					\$13.25M	
					\$12.00	
2 1/2 in					Square	Round
2,500 to 17,500	2,500				\$7.50M	32#
20,000 to 72,500					\$7.00M	
					\$6.50	

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Visqueen Polyethylene Film

A few uses are: Mulching plants; green-houses; cold frames; fumigating soil; covers for silage pits, hay stacks, machinery, equipment, supplies; enclose work areas; vapor and moisture seal in building construction and cement work; flashing.

3' x 1,000'	.0015	Gauge Black Only	\$14.19	20' x 100'	.004	Gauge Black and Clear	...	\$25.29
4' x 1,000'	.0015	Gauge Black Only	18.91	32' x 100'	.004	Gauge Black and Clear	...	40.42
4' x 200'	.002	Gauge Clear	5.26	1' x 300'	.006	Gauge Black Only	5.69
12' x 200'	.002	Gauge Clear	15.16	10' x 100'	.006	Gauge Black and Clear	...	18.94
3' x 100'	.004	Gauge Clear	3.79	16' x 100'	.006	Gauge Black and Clear	...	30.31
16' x 100'	.004	Gauge Black and Clear	..	12.63	32' x 100'	.006	Gauge Black and Clear	...	60.62

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The Cranberry Growers' Plight

AMINO TRIAZOLE, a promising weed killer, started out as a great boon for cranberry growers. Federal bungling and bureaucratic jealousy and suspicion have turned its use into a boomerang.

The story starts in 1957 when specialists found that amino triazole did a good job of controlling weeds in cranberry bogs. At that time, the weed killer had not been tested for possible ingredients harmful to human health. It is to their credit that in 1957 the cranberry industry voluntarily withheld from market berries from treated bogs.

Meanwhile, tests were begun to determine the health hazard, if any, of amino triazole. These tests are elaborate, thorough, and take time. It was not until 1959 that the final results showed a possible cancer causing agent in the weed killer. To be on the safe side, the Food and Drug Administration accordingly issued a zero tolerance.

In conformity with the Food and Drug findings, USDA, which gives label approval for agricultural chemicals it certifies are an economic necessity, prohibited application to bogs until after harvest. No possible residues could result if label instructions were followed.

Aware of these regulations, the national association of cranberry growers, Ocean Spray Cranberries, Inc., took precautionary measures to test berries and stop shipment of any with residue. Since mid-summer, co-operative discussions were held with Food and Drug officials. Any grower's crop suspected of contamination was kept off the market.

It would seem that the situation was well in hand at this point. But an attitude of distrust on the part of the Secretary of Health, Education and Welfare, Arthur S. Flemming, toward USDA and the cranberry industry brought on the catastrophe.

On Friday, November 6, Mr. Flemming received reports that two shipments of contaminated cranberries had gotten through the industry screen. Rather than ask for the recall of these shipments, he took matters into his own hands. On Monday, November 9, within hours after he released his frightening news to the press, cranberry markets were demoralized. His flagrant action was critically received by some housewives, accepted by some, ques-

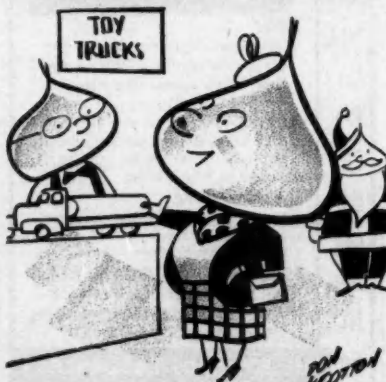
tioned by others. Some chain stores removed cranberries from their shelves, others did not. A state of confusion existed.

It is obvious that the Department of Health, Education and Welfare had little or no confidence in the cranberry industry or USDA. The amino triazole trouble is only one of several problems which have arisen between the two departments. The problem is what can the grower do to protect himself from such bureaucratic bungling?

The National Agricultural Chemicals Association has one answer. After learning of the federal action, NACA urged growers to prevent recurrence of similar trouble by carefully following directions on the label. Label approval is given by USDA only after recommendations for use have been checked to make sure that established safe tolerances cannot be exceeded. The trouble would not have occurred, said NACA, if label directions had been followed. This advice was never more pertinent.

Finally, a strong, aggressive organization is needed to meet the threat of discriminatory and unfair action from Washington's officialdom. By himself, the grower has no chance; united, growers can meet and deal with each situation as it arises. Unorganized growers are fair prey for Washington's bureaucrats, who in the regulatory branches of government do not hesitate to use a big stick.

VEGETABLE CONVENTION



"Two trucks . . . one for Junior and one for his Dad."

Fortunately, cranberry growers have a well organized association and a strong spokesman for the industry. As we go to press, it seems as though they may be able to fight back and regain part of their Thanksgiving market.

Could This Be True?

AT Michigan State University, the Department of Agricultural Economics decided to find out exactly why people bought some foods and not others. So they appointed a panel of 280 families and systematically questioned them.

Vegetable growers will be pleased to note that very few said they didn't buy vegetables because preparation was too messy or difficult. Fresh pineapple received the highest score in this category. Fresh peas were close behind, but who grows peas for the fresh market nowadays? Nor did many complain that vegetables were too high priced. T-bone steak got the highest score on this one.

But the real shocker was the information about what foods families did not like. The foods getting the most complaints in this regard were skim milk, eggplant, pork heart, and tongue. This is not hard to understand. The ones with the least complaints were ice cream, fresh strawberries, fresh sweet corn, potatoes, and beef. But our old favorite, watermelon, received a mediocre rating of 16%, about the same as cantaloupe and way behind sweet corn.

Either the survey didn't register correctly, Lansing, Mich., people don't get good watermelons, or we are not in step with what foods people like most. We would prefer not to believe the latter because what can be better than a dead ripe ice cold watermelon, preferably the seedless variety?

Other than the watermelon rating, the survey really didn't bring out much new information. Fresh vegetables in nearly every case received better marks than canned or frozen. It was surprising to note that canned peas got a better rating than frozen peas.

Coming Next Month

- A Look at Promising and New Varieties
- Story Behind the New Varieties
- Report of VGAA Convention
- 1960's Challenge to Indiana Tomato Growers

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So why fool around with heavy, space-consuming pots that must be carted away, sterilized and stored? Instead, save valuable time and labor in transplanting to field, bench or larger containers. And remember — you grow more profits in economical *Bird* Peat Pots. Order from your distributor or send coupon for prices and complete information.



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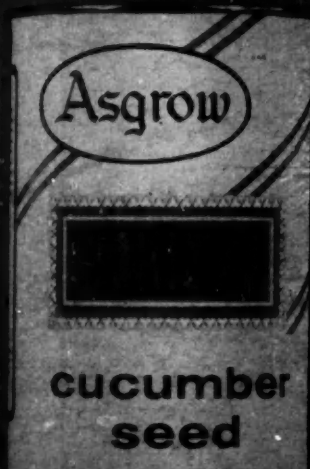
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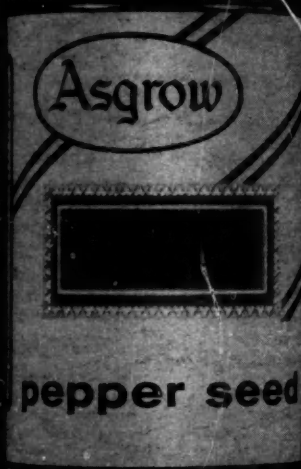
cucumbers

peppers

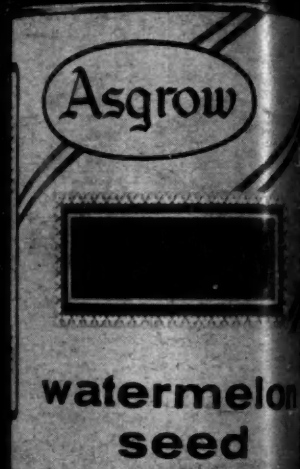
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